

## **HKY4Vets VISION**

HKY4Vets will be a well-known and preferred conduit between transitioning veterans, their families, and the Catawba County business community, and a transition assistance/employer resource organization of choice, with presence across major military installations in the Carolinas.

## **HKY4Vets MISSION**

Partner with Catawba County businesses to meet their talent requirements by leveraging the veteran community, and to provide opportunities for these veterans, their families and military transition organizations that are aligned to the Catawba County community.

## **HKY4Vets 2019 STRATEGIES**

### **LEVERAGE MILITARY TALENT TO MEET THE WORKFORCE REQUIREMENTS OF LOCAL BUSINESS**

Objective A: Understand, organize and promote in-person and online education opportunities benefiting local company efforts to retain/recruit veteran and military spouse talent

Objective B: Working with statewide partners, establish and market a certification process for NC companies to pursue and achieve “veteran-ready” status.

Objective C: Strengthen direct contact with transition staff at Seymour Johnson, Camp Lejeune, Cherry Point & Fort Bragg, Naval Station Norfolk to build awareness of HKY4Vets’ mission and lay groundwork for mutual partnerships in the future.

Objective D: Conduct an assessment of both Catawba County companies’ skillset demands and the supply of military talent/skillsets exiting from Southeastern military bases.

Objective E: Create a 24/7/365 virtual hiring experience and market the forum to transitioning military families as a connection point for the latest employment opportunities in Catawba County.

Objective F: Upon discussions with area companies and the Fort Bragg Career Resource Center, solidify a partnership to lease and establish a “HKY4Vets Career Center” on base, a physical location for HKY4Vets’ employment partners to conduct job recruitment or training classes with transitioning service members and spouses.

### **PROVIDE OPPORTUNITIES FOR VETERANS AND MILITARY FAMILIES TO GROW AND PROSPER IN CATAWBA COUNTY**



[www.HKY4Vets.com](http://www.HKY4Vets.com)

Objective G: Through the Catawba Chamber's Government Affairs Committee, highlight and promote legislative priorities that aid North Carolina's and HKY4Vets' efforts to recruit and retain military families post military service.

Objective H: Establish a HKY4Vets mentoring network, empowering local military service members (and those in transition) to grow personally and professionally through shared connections with fellow veterans.

Objective I: Working with area businesses, develop and market a "relocation" package of discounts/offerings to ease the relocation of military families to the HKY Metro.

Objective J: Transition away from "Welcome Home, Hickory Metro" brand, establishing "HKY4Vets" on all marketing materials and a redesigned website.

Objective K: Establish and maintain sustainable funding from private and public sources to successfully implement the 2019 Goals & Strategies